



## For Immediate Release

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## Hub Pen Company Announces Promotion of Melissa Bettua to Sales Executive

BRAINTREE, MASSACHUSETTS (February 19, 2014) – Hub Pen Company is pleased to announce that Melissa Bettua has been promoted to Sales Executive in the Southeastern United States. Bettua joined the company in 2013 as a Sales Support Assistant.

In her new role, Bettua, will be responsible for increasing sales and market penetration within the Southeast. She will continue to grow Hub Pen's distributor base, strengthen our existing partnerships and further our commitment to provide the best customer service and support to our distributor partners. Bettua will also manage several multi-line reps.

Prior to joining Hub Pen Bettua had worked in sales and customer relations in the hotel industry. She is also a graduate of Regis College in Weston, MA with a B.A. in Communications.

"Melissa has a proven track record for success and will be responsible for the continued growth of the company in the Southeast," said Andy Arruda, National Sales Manager, MAS. "It's exciting to see talent and leadership emerge from within."



Melissa Bettua

**About Hub Pen Company:** Boston has been described as the "Hub of the Universe" and in the Hub Pen story the same holds true. From Frank and Rita Fleming's humble beginnings in Boston to the 100 million pen annual operations of today, Hub Pen has grown to serve an ever-increasing national and international market.

### Awards

- PPAI Supplier Star Award of Merit: 2014 in sales volume category
- ASI Distributors Choice: 2013 #1 for Writing Instruments
- PPAI Supplier Star: 2013 #1 in sales volume category
- ASI Distributors Choice: 2012 Supplier of the Year
- Identity Marketing: #1 Supplier; #1 for Writing Instruments
- New England Promotional Products Association: 2012 #1 for Customer Service, 2011 #1 Supplier
- PPAI Supplier Excellence Award for Writing Instruments three years running
- ASI Counselor Top 40 Supplier two years running

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